“Complete the cycle”

Inhaler recovery and final elimination scheme

Launch event

- On 2 September 2013, GlaxoSmithKline (GSK) Romania, in partnership with Dona Pharmacy Chain, and with the support of the Ministry of Environment and Climate Change and the Ministry of Health, launched the first programme of collecting used respiratory inhalers directly from patients, in order to reduce the footprint generated by the landfill disposal of this type of medical waste, which can pollute the environment.

- The event was attended by Ms. Elena Dumitru, Secretary of State in the Ministry of Environment and Climate Change, Mr. Florin Mihaltan, Prof. Dr. and President of the Romanian Society of Pneumology, Ms. Clara Popescu, Vice-President of the College of Pharmacists.

- On this occasion, a giant inhaler was presented and the official website of the campaign was launched (www.colectaminhalatoare.ro).

- This event is the start of a pilot project in Bucharest that we plan to extend at national level after 6 months.

Project description

- For 6 months, during September 2013 – February 2014, patients are encouraged to bring their used inhalers to the collecting recipients placed in all Dona Pharmacies in Bucharest (over 80 locations) and the hospital within the “Marius Nasta” Institute for Pneumology.

- All types of inhalers will be collected from the Dona Pharmacies and transported to the incineration site provided by SC Mondeco SRL Suceava.

- In Romania, if every patient that bought an inhaler brought it to the collecting centres, after use, more than 11,000 tons of CO2 would be eliminated, in a year. Within this collecting programme, patients can bring any type of used inhaler, regardless of the producing company, in order to eliminate them from nature, through an ecological incineration process.

- The short term objective of this project: Reducing the amount of waste generated by used inhalers. We aim to collect 5,000 inhalers used in the next six months, which means reducing greenhouse emissions by 70 tons. Through this project we want to protect the environment, inform the population about responsible waste collection and, last but not least, protect the health of the population, because living in a protected and healthy environment is a key factor in the prevention and treatment of respiratory diseases.
• **Long term objective**: Creating a sustainable partnership involving all relevant actors in the system (authorities, companies, civil society, press) to update the strategy and management plan of medical waste at the national level.
**Environmental Sustainability:**
Meeting the needs of today without compromising needs of future generations by reducing our carbon, water & waste.

‘Embrace this challenge and be a part of the solution to reduce our impact on the planet’ - Andrew Witty, CEO GSK

GSK’s Value Chain Carbon Footprint is 15 million mt CO2 eq. per annum:

- Materials: 5.6 million mt CO2 eq.
- Operations: 2.6 million mt CO2 eq.
- Distribution: 0.2 million mt CO2 eq.
- Propellants: 5.2 million mt CO2 eq.
- Use: 1 million mtCO2eq

All 100,000 employees have an impact on GSK’s Carbon footprint!

**How can you participate:**
Think about your role in your business, and what ‘green’ initiative you can suggest to contribute!
Carbon

Facts About Carbon Dioxide (CO₂)
- CO₂ is one of several greenhouse gases
- Is strongly connected to Climate Change & Extreme Weather

Can You do Anything?
- The amount of CO₂e you use is called your Carbon Footprint!
  This is important, as it allows us to understand our impact on the environment.

Want to calculate Your carbon footprint and see how you can reduce impact on the environment?

What is Included in Your Carbon Footprint?

- Ventolin 200 dose: 28 kg CO₂e
- Coke Can: 0.17 kg CO₂e
- Flight from BRU to LHR (UK): 42 kg CO₂e
- Advair 54 dose: 1.6 kg CO₂e
- Car: 44,000 kg CO₂e

Environmental Sustainability
Water

Why do we need to conserve water?

75% of the Earth’s surface is made up of water, out of which only 2% is fresh water. Water is indeed a scarce resource!

Did you know that the supply of fresh water for human consumption is under the pressure of increasing world population?

Since each of us depends on water for life, it is our responsibility to keep water pure and safe for generations to enjoy these benefits.

**Water is precious**

Saving water is everyone’s responsibility. YOU can make a difference!

What **You** can do:

Report leaks to FM-online!
Stop practicing the throw-away-culture today and do your part to conserve natural resources.

- Are we recycling our waste in the best possible way?
- Can another GSK site or local business use what you have finished with?
- Why Print documents? If you really have to, then make sure you recycle it after using it for ad-hoc notes.
- Re-use prints as scrap paper for notes!

- Take your own bag for shopping
- Go for products with less packaging
- When de-cluttering your home – donate your unwanted items to charity instead of disposing them.

### Recycling Do’s and Don’ts

<table>
<thead>
<tr>
<th>Type</th>
<th>Recyclable</th>
<th>Non-recyclable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper</td>
<td>Newspapers, writing paper, magazines, cereal boxes ..</td>
<td>Used tissue paper, food waste paper ..</td>
</tr>
<tr>
<td>Plastic</td>
<td>Mineral water/soft drink bottles, milk containers ..</td>
<td>Styrofoam, disposable containers ..</td>
</tr>
<tr>
<td>Glass</td>
<td>Bottles, bowls, cups ..</td>
<td>Light bulbs, window glass ..</td>
</tr>
</tbody>
</table>

### Materials collected for recycling at your site

- Coffee cups
- Paper
- Printer ink cartridges

What else can we do according to YOU?
Complete the Cycle®
Breathe new life into your old inhalers

August 2012

Complete the Cycle device is a registered trademark of the GlaxoSmithKline group of companies.
GlaxoSmithKline has developed an inhaler recycling and recovery scheme which is simple and easy for pharmacies to participate in, and enables patients to reduce the harmful impact associated with landfill disposal. It provides additional opportunities for pharmacists to interact with patients and creates benefits for pharmacies beyond recycling.

“COMPLETE THE CYCLE has created local media attention, and all feedback has been very positive; it has even generated new customers who are keen to recycle. The scheme provides an opportunity for discussion, so can potentially increase MURs, and it encourages patients to think responsibly about their medication.”

Graeme Gould, Living Care

Recycling is important to patients

COMPLETE THE CYCLE is a unique service, one that patients have revealed as being important to them:

- **62%** of patients believe it is important to be able to recycle their inhalers.¹
- **85%** of patients surveyed would be likely to recycle their inhalers if the service was offered by their usual pharmacy.²
- **73%** of patients would be willing to travel to another pharmacy to recycle their inhalers, and would typically travel up to 2.89 miles to do so.³

Opportunities for your pharmacy:

- On average, respiratory patients spend **£4.87** on additional items when they visit pharmacies.⁴
- The number of GSK inhalers dispensed in pharmacies collecting inhalers increased by **3%** compared with those not participating.⁵
- Your pharmacy will be listed on www.completethecycle.eu as a participating store.

¹²³⁴⁵Kantar Health, 19th January 2012, Respiratory Recycling & Appliances Insights
⁶Data on file
Rewarding for patients and pharmacists

In participating stores, **29% of inhalers returned were not empty**, highlighting a key opportunity for pharmacies to interact with patients then improve how they use their medicines and manage their condition.\(^1\)

When patients collect prescriptions or recycle their inhalers, **one-to-one consultations** can be offered such as:

- Medicine Use Review
- New Medicine Service
- Discharge Medicines Review
- Chronic Medication Service

These are rewarding for both parties; they help to minimise wastage; and they increase the opportunity for interaction between patients and pharmacists, reinforcing the position of the pharmacist as an important provider of respiratory disease management in the local community. This encourages patients to continue to return with used inhalers and new prescriptions.

Environmental sustainability

COMPLETE THE CYCLE is a step towards GSK’s aim to reduce **waste to landfill by 25% by 2015**, and its long-term goal to be **carbon neutral by 2050**.\(^3\)

Through COMPLETE THE CYCLE, we will recycle or recover every respiratory inhaler collected by your pharmacy, including those manufactured by other companies.

Up to June 2012, 62,175 inhalers have been collected, giving a **CO\(_2\)eq saving of 436 tonnes**. This saving would allow a 1.4TSI VW Golf to be driven around the world 76 times.\(^4\)

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\(^1\)Data on file
\(^2\)\(^3\)www.gsk.com: GSK Corporate Responsibility Report 2011
\(^4\)Data on file
How the scheme works

On signing up, Movianto will deliver a Welcome Pack, which will include:

- A branded collection box (10 inch³ cardboard box) for all respiratory inhalers returned, as well as durable plastic bags to go inside it.
- Two A3 posters for advertisement in the pharmacy.
- Two A3 posters which can be used in local GP surgeries, with space to include details of your pharmacy.
- An A3 counter mat.
- A support pack including a Q&A sheet, Project Overview, Steps to Success and PR materials.

When the collection bag is nearly full, all you have to do is contact Movianto to request collection of the inhalers. Movianto aim to collect the bag within one week (longer for more remote locations). Movianto will then store the inhalers before sending them to a specialist company for recycling and recovery.

Example posters

This is a UK specific service.

This service has been fully funded by GlaxoSmithKline.